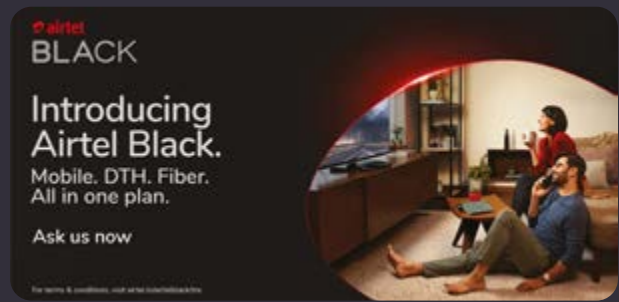


Communication that resonates

Airtel BLACK

The campaign focused on the convenience Airtel Black offers by removing the hassles of managing multiple bills and service issues for connectivity at home. We did a customised online and offline 360 degree campaign to reaffirm that with Airtel Black, customers (especially high value and time constrained ones) need not worry about managing multiple bills/service requests as Airtel would take care of everything for them.



Mera Pehla Smartphone program

The campaign was targeted to expedite feature phone to smartphone upgrades and drive higher ARPU. The programme allowed ₹6,000 cashback to customers buying a new smartphone with Airtel and recharging continuously for 36 months.



Online SIM Delivery Campaign

Continuing our endeavours to move from offline to online, Airtel launched its Online Sim Delivery Campaign, where anyone can order a SIM from the comfort of their homes. A digital, multi-cohort campaign was run at scale to make people aware about the new service. The campaign was piloted in 8 cities before making the service live pan-India.



Open Telco (Network Transparency) Campaign

The campaign showcases Airtel's customer-first mindset, which prompts us to transparently communicate everything from the "good" (tower upgrade, etc.) to the "bad" (network disruption, etc.) to our customers through SMS.

The 175 Replayed Campaign

Continuing with the 'First-in-India' narrative on 5G, Airtel made the biggest demonstration of the 5G experience to date in the country. Kapil Dev's holographic avatar hosted India's biggest youth, sports and entertainment influencers at our Manesar facility. The attendees got to experience cricket the 5G way, starting from 360 degree viewing to simultaneous multi-angle camera feed on Airtel 5G phones. It brought to life Kapil Dev's iconic and record-breaking innings of 175 not out in the 1983 World Cup, which was never recorded.

